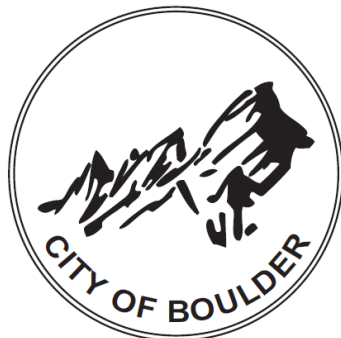


# Boulder Substance Education and Awareness (SEA) Program Year 2 Evaluation Report

Submitted to: Matt Sundeen, City of Boulder

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# Executive Summary

## THE SEA PROGRAM

In June 2016, the City of Boulder launched the Substance Education and Awareness (SEA) Program, which serves as a community-wide substance use prevention education initiative for children, youth and families. SEA funding is used by community agencies (subcontractors) to provide direct programming and to disseminate media campaigns designed to prevent youth substance use. Full descriptions of each SEA-funded program can be found in Appendix A.

The combination of programming and messaging is designed to achieve the SEA Program goals of:

- 1. Widespread community distribution and awareness of information and programs developed;
- 2. Shift in community perceptions of risk associated with substance use, including the impact of drugs, alcohol, recreational marijuana, and use of prescription medications on children and youth;
- 3. Prevent/reduce youth use of alcohol and recreational drugs including marijuana; and
- 4. Reduce accidental ingestion of marijuana and other drugs.

The City of Boulder hired OMNI Institute (OMNI) to lead an evaluation of the SEA Program. The first year of the evaluation focused on building evaluation infrastructure and establishing process measures to track progress toward SEA Goal 1. In Year 2, outcome measures were added to the evaluation to track progress toward SEA Goal 2. For each outcome subcontractors identified, they set a target to achieve through their programming. The evaluation tracks individual outcome results as well as collective progress toward outcome targets.

## YEAR 2 RESULTS

In the first two years of the program, 2,238 adults and youth were served and participating subcontractors met 75% of the targets set for their SEA Program outcome measures.



In the second year of SEA Program implementation, subcontractors successfully achieved wider reach with their programming and messaging. In Year 1, the SEA Program made direct contact

with 350 people; in Year 2, this number grew substantially to 1,888 people.<sup>1</sup> In addition, the SEA Program has disseminated two messaging campaigns resulting in millions of media impressions. Subcontractors also met six of the eight outcome targets set for Year 2, reflecting success in impacting risk and protective factors among both adult and youth participants. Details on each outcome measure and target can be found on page 14.

## FUTURE EVALUATION DIRECTION

The remaining years of the SEA Program evaluation will focus on adding indicators and reporting to address SEA Program Goals 3 and 4 (see above). This progression of evaluation activities is aligned with the evaluation plan adopted in Year 1 and is appropriate for a five-year initiative that aims to demonstrate impact on long-term community-level outcomes.

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<sup>1</sup> These numbers are not necessarily a count of unique individuals reached by the SEA Program. Individuals who participated in a subcontractor program for more than one year or who participated in more than one subcontractor program may be counted more than once.

# The Substance Education and Awareness Program

In November 2013, City of Boulder voters approved Ordinance 7916, which authorized the city to impose an excise tax of up to ten percent and a sales and use tax of up to ten percent on recreational marijuana sales to offset some of the indirect costs of recreational marijuana.

In June 2016, the City of Boulder launched the Substance Education and Awareness (SEA) Program, which serves as a community-wide substance use prevention education initiative, including recreational marijuana education, for children, youth and families. Funding is used by community agencies (subcontractors) to develop a consistent message for children, youth, families and the City of Boulder community related to the impacts of drug and alcohol use on children and youth. This messaging, along with prevention strategies, is designed to achieve the SEA Program goals of:

1. Widespread community distribution and awareness of information and programs developed;
2. Shift in community perceptions of risk associated with substance use, including the impact of drugs, alcohol, recreational marijuana, and use of prescription medications on children and youth;
3. Prevent/reduce youth use of alcohol and recreational drugs including marijuana; and
4. Reduce accidental ingestion of marijuana and other drugs.

The SEA Program funds subcontractors to implement prevention activities that fall into four prevention strategies, as defined by the Substance Abuse and Mental Health Services Administration (SAMHSA) Center for Substance Abuse Prevention (CSAP). The City of Boulder sought to subcontract with agencies within the City implementing evidence-based programs or programs which are promising practices for impacting awareness, perceptions of risk, and prevention of substance use. Full descriptions of the CSAP strategy classifications and each SEA-funded program can be found in Appendix A.

In November 2016, the City of Boulder hired OMNI Institute (OMNI) to lead an evaluation of the SEA Program. OMNI is a non-profit, social science agency that provides evaluation research, capacity building, and data utilization services. In December 2016, OMNI began working in partnership with the City of Boulder and key project stakeholders from Boulder County Public Health and Boulder County Community Services Department to develop the structure and design of the evaluation.

This report includes data and activities from Year 2 of the SEA evaluation (June 2017 – May 2018), during which the SEA Program funded the following subcontractors and services, organized by SAMHSA CSAP strategy.

#### Information Dissemination

- Boulder County Public Health: Safe Storage Campaign
- Boulder County Community Services: Speak Now Campaign
- Boulder Valley School District: EFFEKT

#### Education

- Boulder Valley School District: Sources of Strength
- YMCA: Influencer Training

#### Alternative Activities

- YMCA: Prosocial Activities

#### Community-Based Processes

- Boulder County Community Services: TA & SAPST Training

## Evaluation Overview

The evaluation approach, developed by OMNI in conjunction with the City of Boulder and Boulder County stakeholders in 2017, is collaborative and participatory.

## EVALUATION GOALS AND QUESTIONS

The overarching goal of the ongoing evaluation is to assess the effectiveness of individual and joint efforts of funded subcontractors in addressing the SEA Program goals established by the City of Boulder. To do this, OMNI defined process and outcome evaluation questions designed to focus the evaluation on the overarching goals. Process evaluation questions center on how the implementation of funded strategies was carried out. Outcome evaluation questions center on measuring the effectiveness of the SEA Program in changing attitudes, beliefs, and behaviors related to substance use.

The evaluation design is formative; that is, evaluation methods are designed to inform program improvements throughout the implementation process rather than waiting until the program ends to assess effectiveness. Thus, in addition to gathering data on the impact of the SEA Program on its intended goals, the evaluation documents successes and barriers to

implementation to provide a contextualized understanding of the findings and to develop feasible and effective recommendations to guide the program.

Following are the SEA Program goals and the corresponding evaluation questions that serve to guide the evaluation.

**SEA Goal 1: Widespread community distribution and awareness of information and programs developed**

Evaluation Questions:

- How many youth received direct services funded by the SEA Program?
- How many youth were exposed to the community-wide messaging implemented for this grant?
- How many adults were exposed to the community-wide messaging implemented for this grant?

**SEA Goal 2: Shift in community perceptions of risk associated with substance use, including the impact of drugs, alcohol, recreational marijuana, and use of prescription medications on children and youth**

Evaluation Questions:

- What evidence is there that SEA strategies resulted in increases in adult risk perceptions of youth substance use?
- What evidence is there that SEA strategies resulted in increases in youth risk perceptions of substance use?

**SEA Goal 3: Prevent/reduce youth use of alcohol and recreational drugs including marijuana**

Evaluation Questions:

- What evidence is there that SEA strategies resulted in lower rates of youth substance use or related consequences?
- What evidence is there of the community impact of SEA strategies?

**SEA Goal 4: Reduce accidental ingestion of marijuana and other drugs**

Evaluation Questions:

- What evidence is there that SEA strategies resulted in lower rates of accidental ingestion of marijuana and other drugs among youth 0-9 years old?



### SEA Program Process Evaluation Questions

- What successes did subcontractors achieve during implementation of SEA strategies?
- What challenges did subcontractors face during implementation of SEA strategies?
- What did effective partnerships among subcontractors look like? What was gained?
- What was learned by working in partnership? Were there challenges to establishing effective partnerships among subcontractors?
- What does subcontractor program data suggest about SEA Program effectiveness?

## EVALUATION ACTIVITIES

During Year 1 of the evaluation, OMNI established the evaluation structure and produced the first annual report covering the period from June 2016 – May 2017. OMNI's evaluation activities in Year 2 were guided by the evaluation infrastructure established in Year 1. The focus for Year 2 evaluation activities (June 2017 – May 2018) was defining outcome measures to quantify the progress subcontractors are making toward SEA Goal 2 (shift in community perceptions of risk associated with substance use).

To this end, during this year of the evaluation, evaluation activities included:

- Updating the SEA Program logic model to ensure changes in programming and outcomes were reflected in this guiding document;
- Revisiting existing process measures to capture new subcontractors or program aspects and further describe progress toward SEA Program Goal 1;
- Identifying outcome measures and corresponding targets for subcontractor programs, as applicable; and
- Expanding the data collection and display dashboard to include outcome measures that describe progress toward SEA Program Goal 2.

## EVALUATION METHODS

Data presented in this report were obtained from multiple sources and evaluation methods. With a focus on participatory and formative evaluation techniques involving stakeholders throughout the process, the evaluation employed a multiple-case, non-comparative design. The specific methods are outlined below.

### REFINEMENT OF OUTCOME EVALUATION DESIGN

- Discussion of outcome measure options with subcontractors. Evaluators assessed feasibility for collecting common SEA Program outcome measures across subcontractors through one-on-one conversations with subcontractor staff. At this time, common outcome measures across subcontractors have not been implemented. Challenges to implementing common

outcome measures that were identified through conversations with subcontractors include: lack of overlap in subcontractor programming content; disparate target populations for programming (adults, high schoolers, middle schoolers); and difficulty with survey measure approval at some organizations (e.g., YMCA, Boulder Valley School District).

- Development of outcome measure strategy. Evaluators proposed to the City a structure for subcontractor outcomes data collection allowing for subcontractors to collect unique program outcomes that are related to the overarching SEA program goals. For each outcome subcontractors identified, they set a target to achieve through their programming. The evaluation tracks individual outcome results as well as collective progress toward outcome targets. This strategy allows for subcontractors who provide diverse programming to measure outcomes that are relevant to both their individual programs and the SEA program goals. Through discussions with City staff, the strategy was finalized and disseminated to subcontractors.

## ALIGNMENT OF SUBCONTRACTOR OUTCOMES WITH EVALUATION PLAN

- Development of outcome metrics and targets. Evaluators consulted individually with each subcontractor to assist with reviewing outcome tools and selecting metrics to report that were relevant to their unique programs and the overarching SEA Program outcomes. Evaluators also worked with subcontractors to establish targets for each of their outcomes. Three subcontractors were able to set outcome targets and began collecting outcome data in Year 2; the others have started defining outcome measures in preparation for collecting outcome data in Year 3.
- Streamlining of subcontractor outcomes and contract performance targets. Evaluators collaborated with the technical assistance lead and fiscal agent at Boulder County Community Services Department to align the outcome measures defined for the evaluation with the performance targets written into subcontractor contracts. This alignment was designed to ease reporting burden for subcontractors and facilitate higher quality data collection.
- Update to the SEA Program logic model. Evaluators updated the logic model, originally drafted in Year 1 of the evaluation, to reflect subcontractor outcome measures. A copy of the logic model can be found in the appendix on page 22.

## EVALUATION OF SEA PROGRAM PERFORMANCE

- Revision of SEA Program reporting structure. In response to the City's reporting needs, the evaluation team revised the structure of SEA evaluation deliverables to be organized by SEA Program goals, rather than by CSAP strategies or individual subcontractor. These changes are reflected in this report and on the homepage of the data dashboard.

- Implementation of Phase II of data dashboard. After finalizing outcome measures with each subcontractor, evaluators launched Phase II of the data dashboard, including expansion to collect subcontractor outcome data in addition to the existing process data.<sup>2</sup>
- Synthesis of process measures. Because this was the second year in which process measures were collected for most subcontractor programs, subcontractors were able to track data more comprehensively than in Year 1. Evaluators systematically reviewed and reported on subcontractor process indicators (e.g., numbers served and population demographics). The data dashboard homepage was also updated to display cumulative process data across evaluation years and subcontractors.
- Synthesis of outcome measures. Outcome measures were established after programming was started for this year, so some subcontractors were not able to collect the outcome data that they will be reporting in future years. For all subcontractors who did collect outcome data this year, these data established a baseline that will provide context and comparison for future years' outcome data. Evaluators compiled subcontractor-reported outcome data to determine the percentage of outcome measure targets met and document progress toward SEA Program goals. The data dashboard homepage was also updated to display the percentage of targets met across all subcontractors in Year 2.

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<sup>2</sup> In addition to expanding the dashboard to collect outcome data, a separate effort was initiated to add data collection and reporting for the Speak Now campaign to the dashboard. The Speak Now campaign was not captured in the dashboard in Year 1 but has been included in the dashboard and this report for Year 2.

# Year 2 Results

Process and outcome data for Year 2 of the SEA program are included in this section of the report. Data included in this section are cumulative from the first two reporting years of the SEA Program. Through Year 2, process and outcome measures can be summarized as follows:

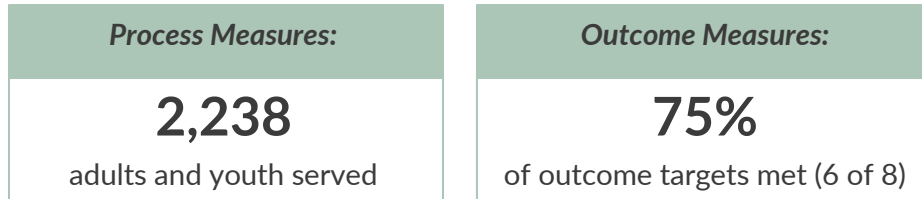
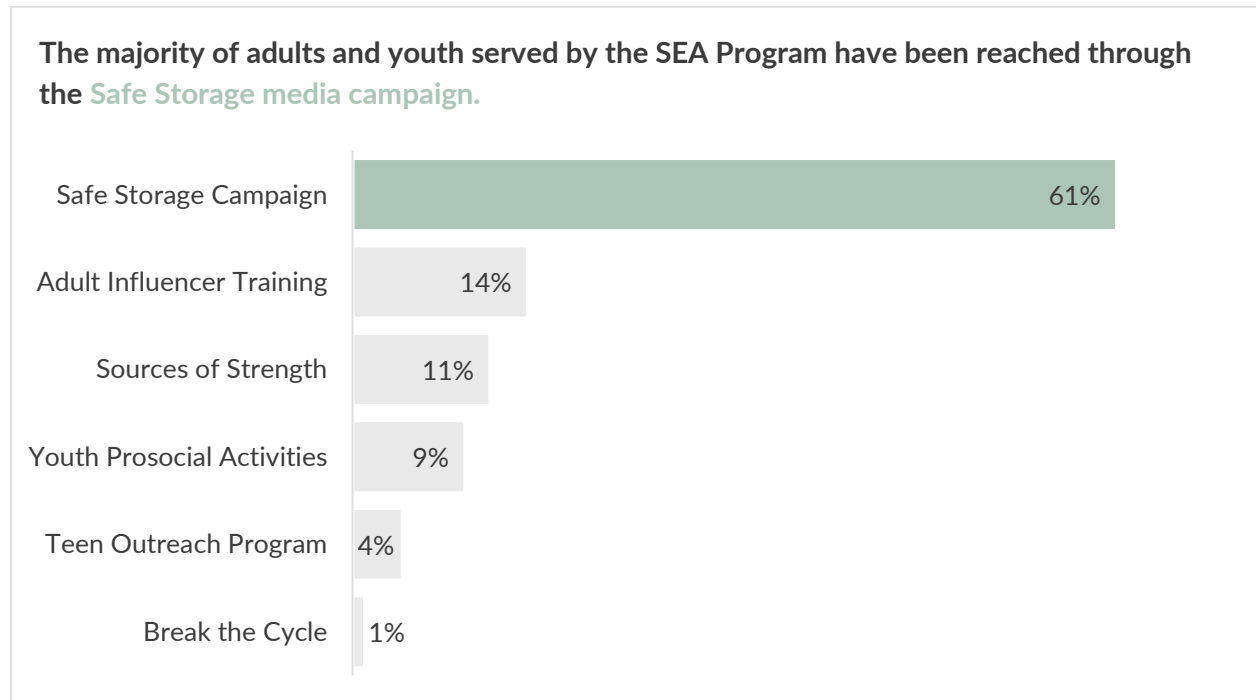


Figure 1. Distribution of Adults and Youth Served by Subcontractor Program



Selected findings from each of the subcontractor programs are organized by SEA Program goals below. Additional data for each program are available on the SEA data dashboard (<https://bouldercolorado.gov/human-services/substance-education>), including a breakdown by reporting year.

## PROGRESS TOWARD SEA GOAL 1: WIDESPREAD DISSEMINATION

The SEA Program has taken a comprehensive approach to dissemination of programming and messaging. Achieving widespread dissemination is a critical first step and short-term outcome that serves as a stepping stone to achieving the desired impacts that are part of SEA Goal 2.

### Direct Youth Programming

<b>239 peer leaders</b>	across five middle schools in the City were trained by Sources of Strength program staff
<b>207 teens</b>	participated in youth prosocial activities including <i>Teen Night Out</i> and <i>Day of Service</i> events

### Community Messaging

<b>3,862,532 impressions</b>	generated by the dissemination of the Safe Storage campaign
<b>1,371 visitors</b>	went to the Safe Storage campaign website
<b>30,000 parents</b>	received Safe Storage campaign materials through the Boulder Valley School District <i>Thrive</i> newsletter
<b>7,242,288 impressions</b>	generated by the dissemination of the Speak Now campaign
<b>25% click-through rate</b>	achieved from Speak Now campaign online ads (more than three times the average click-through rate for similar campaigns)
<b>&gt; 2,900 middle schoolers</b>	received schoolwide messaging campaigns created by peer leaders in the Sources of Strength program (reaching all City of Boulder middle schoolers)

### Community Capacity Building

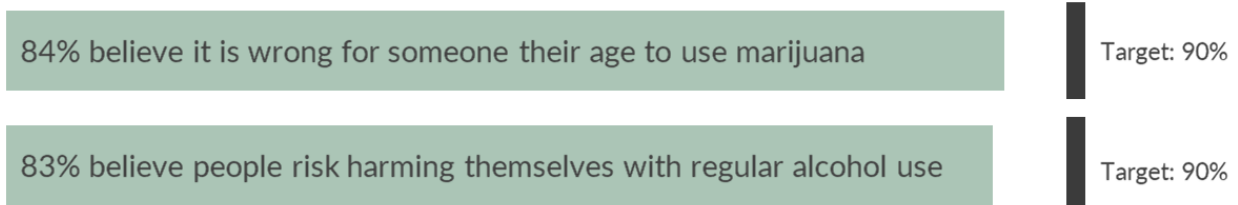
<b>371 adults</b>	completed the Influencer Training facilitated by the YMCA (These adults serve thousands of youth each year as coaches, counselors, and program staff at the YMCA and other local organizations.)
<b>8 subcontractor staff members</b>	completed the Substance Abuse Prevention Skills Training (SAPST), which has grounded SEA Program efforts in evidence-based substance use prevention science

## PROGRESS TOWARD SEA GOAL 2: SHIFT IN PERCEPTIONS OF RISK

Effective substance use prevention efforts both decrease risk factors for substance use and enhance protective factors that buffer against substance use and facilitate healthy youth development. Subcontractor programs are addressing the risk and protective factors identified below. All outcome measures are collected via self-report surveys from recipients of a direct service SEA Program in Year 2. All youth measures are collected at the end of programming and thus reflect post-program results. Results from adults in the Influencer Training program are reflective of changes from pre- to post-test (before training vs. after training). Subcontractors set targets for each of these outcomes in Year 2, which are indicated by the dark gray bars below.

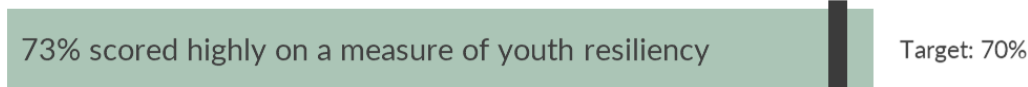
### Youth Perceptions of Risk

**Among peer leaders in the Sources of Strength program:**

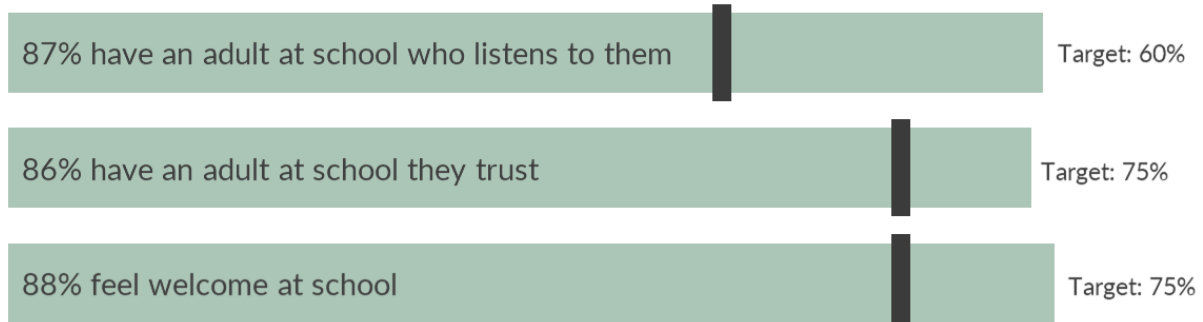


### Youth Protective Factors

**Among participants in youth prosocial activities:**



**Among peer leaders in the Sources of Strength program:**



## Adult-Youth Interactions

### Among adult participants in the Influencer Training program:

75% increased their ability to talk to youth about substance use as a result of the training

Target: 75%

75% increased their skills for building lasting connections with youth as a result of the training

Target: 75%

## Conclusions & Next Steps

In the second year of SEA Program implementation, subcontractors successfully achieved wider reach with their programming and messaging. In Year 1, the SEA Program made direct contact with 350 people; in Year 2, this number grew substantially to 1,888 people. In addition, the SEA Program has disseminated two messaging campaigns resulting in millions of media impressions. Subcontractors also met six of the eight outcome targets set for Year 2, reflecting success in impacting risk and protective factors among both adult and youth participants.

In addition to the implementation successes, there were also substantial gains in the evaluation infrastructure in Year 2, as well as subcontractors' evaluation capacity. All seven active subcontractor programs collected process data, facilitating a more comprehensive analysis of the reach of the SEA Program and its progress toward achieving SEA Goal 1. The framework for outcome reporting was also successfully defined and operationalized. This framework allows for flexibility and customization of outcome measures for each subcontractor program, while also allowing the evaluation to look across subcontractors for a snapshot of progress toward outcome targets. Three subcontractors set outcome targets and began collecting outcome data in Year 2; the others have started defining outcome measures in preparation for collecting these data in Year 3.

SEA Program successes occurred despite the fact that two subcontractor programs were discontinued (El Centro Amistad's Teen Outreach Program and Boulder County Public Health's Break the Cycle program) and that there was significant staff turnover among several subcontractor organizations during this year. This turnover presented challenges for both implementation and evaluation, and, as a result, it remains necessary to continue building and maintaining evaluation capacity among subcontractors. This is essential for comprehensive collection of SEA Program measures, evaluation of impact, and sharing of data with key stakeholders.

Over the first two years of the SEA Program evaluation, OMNI has built evaluation and reporting infrastructure, raised subcontractor evaluation capacity, and established a solid evidence base to demonstrate progress toward SEA Goals 1 and 2. The remaining years of the SEA Program

evaluation will focus on adding indicators and reporting to address the other two SEA goals. This progression of evaluation activities is aligned with the evaluation plan adopted in Year 1 and is appropriate for a five-year initiative that aims to demonstrate impact on long-term community-level outcomes. The following section provides further detail on future evaluation activities that will support this progression toward demonstrating long-term impact.

## Future Evaluation Activities

As the evaluation moves into its third year, the focus will shift toward data collection to document progress toward SEA Goals 3 and 4 (reducing youth substance use and reducing accidental ingestion of substances). Data will complement the subcontractors' established process and outcome measures, which will remain an integral part of the evaluation. The following evaluation activities are recommended for future years of the SEA Program.

Evaluation Capacity Building: OMNI will collaborate with the City to implement training and/or technical assistance services for subcontractors to enhance evaluation capacity across all SEA Program sites. These efforts will enable higher quality data collection among subcontractors, as well as facilitate future opportunities for collecting common outcomes across subcontractors.

Process and Outcome Measures: OMNI will continue working with subcontractors to refine the process and outcome measures for each of their programs. Due to staggered implementation timelines, some subcontractors have not yet defined their outcome measures and targets, so OMNI will work with those subcontractors to select appropriate tools and measures. OMNI will also work with subcontractors to establish common outcome measures to be implemented across all applicable subcontractor programs. OMNI will provide technical assistance to subcontractors to address previously-identified barriers to implementing subcontractor outcomes in an effort to have common outcomes in place for Year 4 of the evaluation.

Community-Level Measures: In Year 1 of the evaluation, OMNI had initial conversations with several community agencies to assess feasibility for collecting city level indicators that could be published on the public-facing SEA dashboard. In Year 3, the evaluation aims to gather, analyze and aggregate available community-level data (e.g., police data, municipal court data, accidental ingestion data, parent survey data, etc.) for display on the SEA data dashboard.

Data Dashboard: The SEA data dashboard will be updated to remain current with the evaluation. The City of Boulder may begin hosting and maintaining the dashboard in-house.

Subcontractor Survey: As in Year 1 of the program, OMNI plans to administer a survey to subcontractors in Year 3 to continue to assess subcontractor collaboration, the dissemination of the SEA message, and successes and challenges with implementation of SEA Program strategies. The evaluation will include a review of how subcontractor responses have shifted from Year 1 to Year 3.



Evaluation Reporting: Deliverables for Year 3 of the SEA Program evaluation will be redesigned to more effectively demonstrate the impact of the SEA Program on its stated goals. Best practices in data utilization and visualization will be employed to strategically frame evaluation findings for SEA Program stakeholders.

# Appendix A. SEA Subcontractor Programs<sup>3</sup>

## CURRENT PROGRAMS

### Information Dissemination

This strategy provides awareness and knowledge of the nature and extent of substance use and addiction, and their effects on individuals, families and communities as well as available prevention programs and services. Information dissemination is characterized by one-way communication from the source to the audience with limited contact between the two.

### BOULDER COUNTY PUBLIC HEALTH: SAFE STORAGE CAMPAIGN

The Boulder County Public Health Communication and Marketing team provides strategic communication guidance and solutions in partnership with Boulder County Public Health (BCPH) programs and partners to encourage behavior and policy change that inspires a healthy, engaged community. The team researches, designs, develops and implements relevant and culturally competent marketing campaigns using social marketing best practices, media relations, and traditional, digital, and social media channels. With the support of SEA Program funding, the Safe Storage media and educational campaign for adults and retailers is designed to reduce accidental ingestion of all substances (marijuana, alcohol, and prescription drugs) and provide information about the effects of substance use and addiction on individuals, families, and communities.

### BOULDER COUNTY COMMUNITY SERVICES: SPEAK NOW CAMPAIGN

The Speak Now shared messaging campaign is being distributed by Boulder County Community Services Department (CSD), in collaboration with the Office of Behavioral Health and “Speak Now Colorado.” Using SEA funds, the Speak Now Colorado message is proliferated in the City of Boulder. CSD provides targeted community outreach to parents at events, such as back to school nights, the Latino Festival, and parent conferences. In addition to the media campaign, SEA funds support community training events for parents to provide them with the skills to have effective prevention conversations with their children.

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<sup>3</sup> Descriptions of each SEA subcontractor program contained in this section were drawn from text on program websites, in program material, and/or were provided to OMNI by subcontractor contacts.

## BOULDER VALLEY SCHOOL DISTRICT: EFFEKT

The Boulder Valley School District (BVSD) Office of Student Support provides support within the school district to promote coordination among the many efforts that contribute to student and staff health. SEA Program funding supports EFFEKT, a program that seeks to prevent adolescent alcohol use by giving parents the tools to reinforce clear expectations and attitudes towards young people's use of alcohol.

The EFFEKT program consists of three components:

- Encouraging parents to make preventing alcohol use by their children a priority
- Reinforcing to parents that they have a strong influence on their children's attitudes and behaviors
- Giving parents practical advice on how they can positively influence their children's attitudes and behaviors

Information is disseminated to parents of middle school students at the beginning of each semester in large group meetings and by regular communications throughout the year. Families are also regularly provided lists of organized activities taking place in the community that offer adolescents constructive, sober ways to spend their time.

## Education

This strategy involves two-way communication and is distinguished from merely disseminating information by the fact that it is based on an interaction between the educator and the participants. Activities under this strategy aim to affect critical life and social skills, including decision-making, refusal skills and critical analysis (e.g., of media messages).

## BOULDER VALLEY SCHOOL DISTRICT: SOURCES OF STRENGTH

The BVSD Office of Student Support provides support within the school district to promote coordination among the many efforts that contribute to student and staff health. SEA Program funding supports the evidence-based prevention program, Sources of Strength (SOS). The mission of SOS is to increase help-seeking behaviors and promote connections between peers and caring adults. SOS uses peer leaders to enhance protective factors and leverages the power of peer social networks to change unhealthy norms and culture, ultimately preventing suicide, bullying, and substance use. This upstream model strengthens multiple sources of support (protective factors) around young individuals so that when times get hard they have strengths to rely on. Sources of Strength is being implemented in five BVSD middle schools:

- Centennial Middle School
- Casey Middle School
- Manhattan Middle School for Arts and Academics
- Nevin Platt Middle School
- Southern Hills Middle School

## YMCA: INFLUENCER TRAINING

The YMCA Boulder Valley Influencer Program is designed to educate adults who work and interact with youth on how to become an "ask-able" or "safe" person to talk with. The goal of the program is to train adults on how to effectively communicate and interact with youth to have a positive impact on their lives. Specifically, the training focuses on topics including substance use, bullying, and parental disputes, and teaches adults to comfortably manage conversations with youth.

## Alternative Activities

This strategy provides the opportunity to participate in healthy, positive, and constructive activities that exclude substance use. These activities are assumed to offset the attraction to, and/or meet the needs filled by, alcohol and drugs, thereby reducing the likelihood of substance use.

## YMCA: PROSOCIAL ACTIVITIES

The YMCA Boulder Valley Pro-Social Activities Program was created to provide teens with a space for healthy activities as well as the development of leadership skills with adult mentors. The program includes Teen Night Out which is designed to give teens a safe environment in which they can grow and thrive, as an alternative to interacting over cell phones, screens, or engaging in unsafe activities. Teen Night Out includes team-building, ropes courses, game nights and more. It also provides the opportunity for teens to volunteer for Days of Service. Days of Service give teens the chance to become leaders and experience the inspiring feeling of helping others, as well as instill the ideals of volunteerism as teens grow into young adults.

## Community-Based Processes

This strategy aims to enhance the ability of the community to more effectively provide prevention and treatment services for alcohol and drug use disorders. Activities in this strategy include organizing, planning, enhancing the efficiency and effectiveness of service implementation, building coalitions and networking.

## BOULDER COUNTY COMMUNITY SERVICES: TA & SAPST TRAINING

The Boulder County Community Services Department (CSD) provides services that enhance quality of life, support and protect our county's diverse community of adults, children, families and elders. As a division of Community Services, the Healthy Youth Alliance provides tools and resources for parents and caregivers that support healthy decision making in youth and families. With the support of SEA funding, the Healthy Youth Alliance provides technical support for grantees, assists with project coordination, reinforces consistent messaging across community partners, and offers education and training opportunities for SEA subcontractors. These efforts

aim to shift community perceptions of risk associated with youth substance use and prevent youth use of alcohol and recreational drugs and reduce accidental ingestion of marijuana and other drugs.

## FORMER PROGRAMS

### Education

#### EL CENTRO AMISTAD: TEEN OUTREACH PROGRAM

El Centro Amistad's mission is to integrate and transform the Boulder County community through opportunities and programs for Latinos that promote education, health, and quality of life. SEA Program funding supported implementation of the Teen Outreach Program (TOP) for Latino boys in Boulder. TOP is an evidence-based program that empowers teens with the tools and opportunities needed to build a foundation of healthy behaviors, life skills and a sense of purpose, and avoid risky behaviors that can derail success. Teen Outreach Program left the SEA Program in January 2018.

#### BOULDER COUNTY PUBLIC HEALTH: BREAK THE CYCLE

SEA Program funding supported Break the Cycle (BTC), an evidence-based intervention designed to prevent initiation of injection drug use in young adults. BTC is based on a peer model where young adults (24 years and under) participate in group and individual sessions surrounding positive health behaviors. Trained counselors provide group and individual sessions to:

- Provide tools and skills to prevent the modeling of injection behavior to peers.
- Develop skills to deny request for initiating others to injection behavior.
- Provide space to empower young adults to support positive health behaviors.

Break the Cycle left the SEA Program in September 2017.

### Alternative Activities

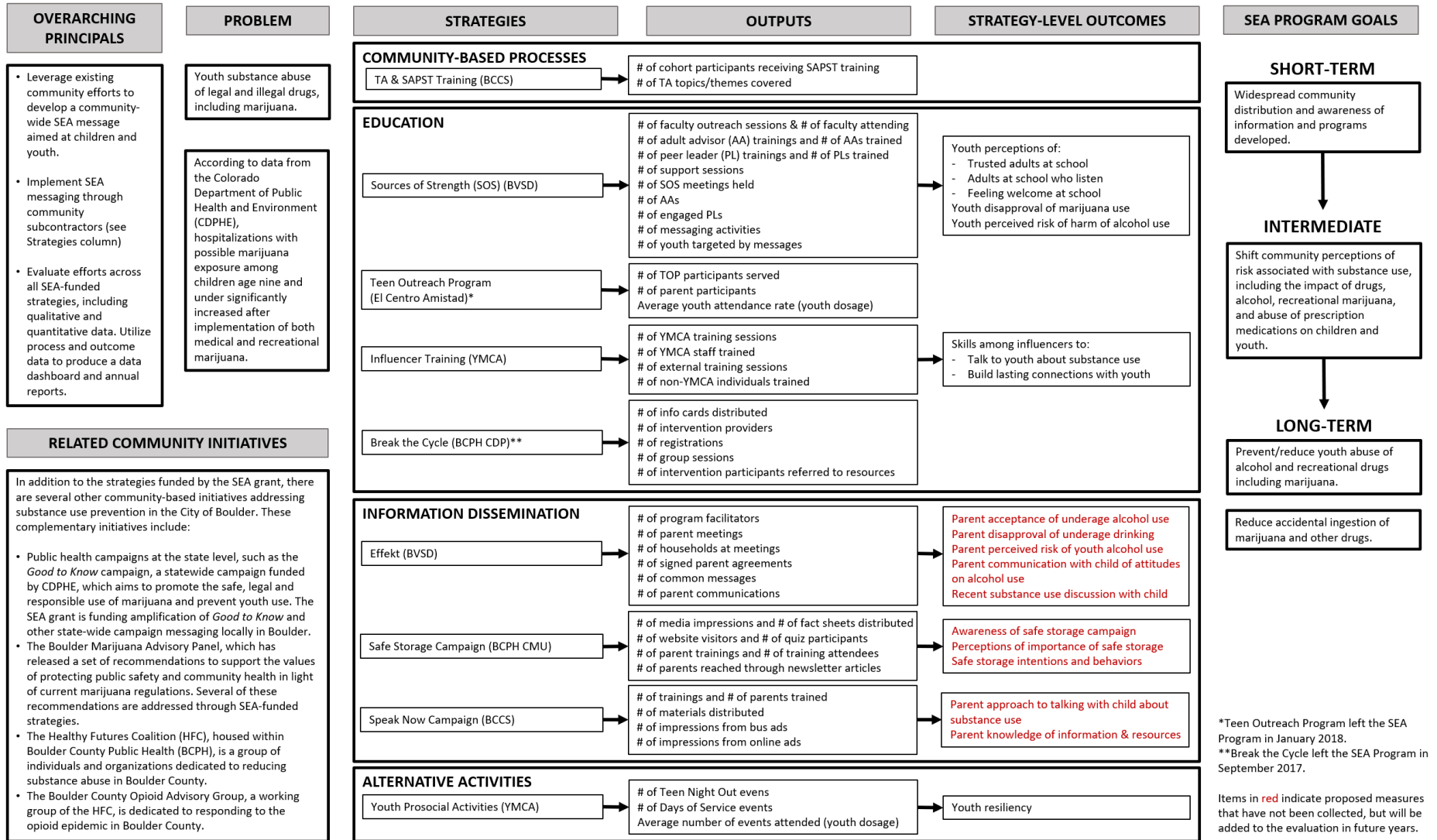
#### PHOENIX MULTISPORT

Phoenix Multisport (Phoenix) fosters a supportive, physically active community for individuals who are recovering from a substance use disorder and those who choose to live sober. Through pursuits such as climbing, hiking, running, strength training, yoga, road/mountain biking, socials and other activities, Phoenix seeks to help members develop and maintain the emotional strength they need to stay sober. Phoenix left the SEA Program in early 2017.

# Appendix B. SEA Logic Model

## City of Boulder Substance Education and Awareness (SEA) Program Logic Model

Last Updated on October 24, 2018



BCCS – Boulder County Community Services  
BCPH – Boulder County Public Health

BVSD – Boulder Valley School District  
CDP – Communicable Disease Program

CDPHE – Colorado Dept. of Public Health & Environment  
CMU – Communications and Marketing Unit

CSAP – Community Substance Abuse Program

\*Teen Outreach Program left the SEA Program in January 2018.  
\*\*Break the Cycle left the SEA Program in September 2017.

Items in red indicate proposed measures that have not been collected, but will be added to the evaluation in future years.