

CCPC NEWSLETTER

Healthy Rural California (HRC), is a dedicated nonprofit organization, located in beautiful Meriam Park in Chico. HRC's mission is to bridge the gaps in quality, access, and equity in healthcare, by working to eliminate health disparities in California's underserved rural communities. Our approach involves fostering robust partnerships and coalitions to bring transformative change. To amplify this impact, HRC actively pursues grants geared towards creating positive health outcomes for rural populations. In 2020, in partnership with Butte County Behavioral Health, HRC acquired the Drug-Free Communities (DFC) grant funding with a pivotal role in focusing on youth prevention strategies with the Chico Community Prevention Coalition (CCPC) and the 12 sectors. Fast forward to 2024, HRC is devoted to improving the lives of youth and raise awareness about substance misuse, by bringing on dedicated professionals to lead the change. With Marie Wallace as our Project Coordinator, Maya Teso as Project Assistant, and the invaluable contribution of our CSU Chico Intern, Annalise Dagenbach, together they bring significant strides in fulfilling the responsibilities of the grant through the impactful work of HRC. Together, the CCPC and HRC team is making a difference in the public health landscape of rural communities in Northern California.



Who Is the DFC?

The Drug-Free Communities (DFC) Support Program is the country's main initiative to help communities stop and lessen substance use among young people. Established in 1997 by the Drug-Free Communities Act, it is overseen by the White House Office of National Drug Control Policy (ONDCP) and jointly managed with the Centers for Disease Control and Prevention (CDC). The DFC program offers grants to community groups to improve collaboration among local partners, aiming to establish and maintain a decrease in youth substance use at the community levels. Through DFC, national coalitions were made to enhance a community-based formal arrangement for cooperation and collaboration among community groups or sectors. Each group retains its identity and agrees to work together toward a common goal. The Chico Community Prevention Coalition (CCPC) was established a decade ago in Butte County and received renewed funding four years ago. The coalition is made of a vibrant community with one central focus – our dynamic and priority population: YOUTH!



CHICO COMMUNITY PREVENTION COALITION

Working together with local community organizations we aim to promote, educate and reduce substance use of youth in Butte County, using protective factors. The main substance use education that the CCPC will prioritize on are:

- Alcohol use
- Marijuana use
- Prescription drug misuse
- Tobacco/nicotine use
- Heroin and fentanyl use
- Methamphetamine use

CCPC is dedicated to implement change by enhancing education and resources to shape the future and transformation of the Chico community into a thriving haven for the future generations!

If interested, please join us to unleash the power of unity and creating a brighter tomorrow.

CCPC plans to achieve the goal by collaborating with 12 sector representatives and community partnerships to implement the change that is needed to help the prevent youth substance use in Butte County.

The 12 sectors consist of:

1. Law Enforcement- **Chief Billy Aldridge** , Chico PD
2. Youth-serving organizations- **Hoppie Campos**, Boys & Girls Club North Valley
3. Schools- **Dave McKay**, Principal Bidwell Jr.
4. Civic or volunteer groups- **Jennifer Serrano**, Youth Nexus
5. Healthcare Professionals - **Baylee Martin & Suzie Lawry** Enloe Health
6. Substance Use Organization- **Nathan Swetz**- Aegis Treatment Centers
7. State, local, and tribal government- **BCBH Prevention Unit**
8. Business-**Ian MacMillian**- Plumas Bank
9. Parents- **Angela Martin** - BCPH
10. Youth
11. Media
12. Religious or fraternal organizations



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DFC NEWS

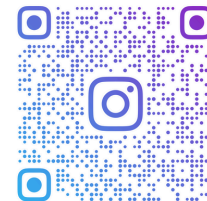
MARCH 2024

Prevention strategies promoted by DFC coalitions include:

- Community involvement
- Peer group support
- Positive school climate
- Family involvement
- Youth leadership and engagement



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DFC coalitions focus on advancing protective factors that buffer youth against substance use, such as community involvement, positive contributions to peer groups, and establishing safe and supportive school environments. They also address risk factors, such as perceived acceptability of substance use, availability of substances, and favorable attitudes towards substance use, among others.

SIX PROTECTIVE FACTORS:

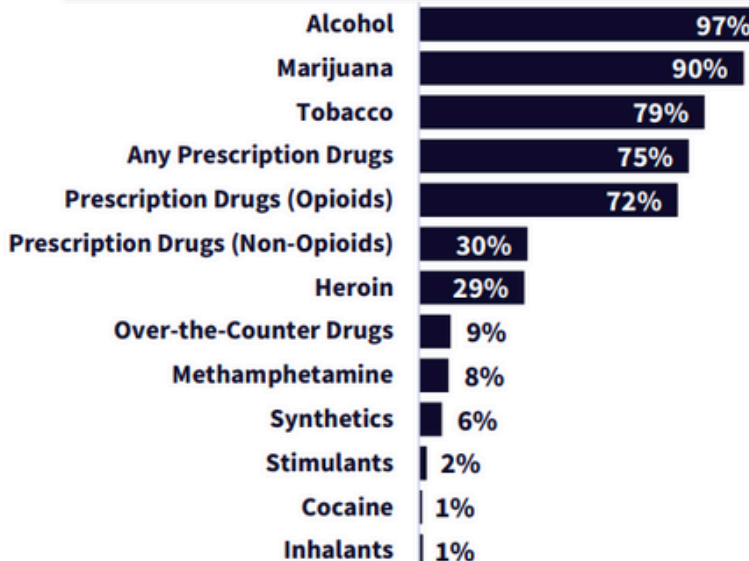
1. Nurturing relationships and attachment
2. Knowledge of parenting & youth development
3. Parental resilience
4. Social Connection
5. Concrete Supports
6. Social-emotional competence of children

SUBSTANCE USE AMONGST THE YOUTH

DFC coalitions were asked to select up to five (of sixteen) substances on which their coalition focuses prevention efforts in their community (see Figure 2.).

On average, DFC coalitions reported focusing on 4.2 substances. Nearly all coalitions reported addressing alcohol (97%) and at least three-fourths focused on the remaining core measure substances, with declining percentages across the remaining substances.

FIGURE 2. SUBSTANCE(S) FOCUSED ON



Creating **Drug-Free Communities** To Prevent Substance Use Among America's Youth

Source: DFC August 2022 Progress Report

Note: Coalitions could select more than one substance. Only substances with $\geq 1\%$ displayed.