



**Drug-Free
Communities**

Local Problems Require Local Solutions



CHICO COMMUNITY PREVENTION COALITION

CCPC



AGENDA



AUGUST 08, 2024 3:30PM-5PM
PLUMAS BANK, 900 MANGROVE AVE

MISSION
THE CHICO COMMUNITY PREVENTION COALITION EXISTS TO SERVE OUR COMMUNITY BY WORKING TO PREVENT AND REDUCE YOUTH SUBSTANCE USE.
WE SEEK TO DO THIS BY ENGAGING YOUTH AND FAMILIES, PROMOTING PROTECTIVE FACTORS, MINIMIZING THE IMPACT OF RISK FACTORS, WHILE INCREASING COMMUNITY EDUCATION AND COLLABORATION.

SECTOR REPRESENTATIVES	
CIVIC/VOLUNTEER ORGANIZATION	JENNIFER SERRANO JSERRANO@BUTTECOUNTY.NET
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STATE/LOCAL GOVERNMENT	BUTTE COUNTY PREVENTION UNIT ESWEARINGEN@BUTTECOUNTY.NET
YOUTH SERVING ORGANIZATION	HOPPIE CAMPOS CAMPPOS@BGCNV.ORG
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COALITION STAFF:
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AGENDA

- WELCOME**
- ICEBREAKER/INTRODUCTIONS
- COMMUNITY AGREEMENTS
- COALITION UPDATES**
- DFC ACTION PLAN
- FUTURE LOCATION/TIME CHANGE
- STANDFORD MEDICINE
- PRESENTATION ADJUSTMENTS
- UPCOMING**
- COMMUNITY EVENTS**
- BACK 2 SCHOOL EVENT
- FEEDBACK**
- NEXT MEETING:**
- SEPTEMBER 12TH**
- 3:30PM - 5PM**
- BUTTE COUNTY PUBLIC HEALTH**
- 2080 EAST 20TH ST, STE 180, CHICO CA 95928**

OUR MISSION

The mission of the Chico Community Prevention Coalition is to serve our community by working to prevent and reduce youth substance use.

We seek to do this by engaging youth and families, promoting protective factors, and minimizing the impact of risk factors while increasing community education and collaboration

CADCA'S SEVEN STRATEGIES for Community Change

1. Providing Information
2. Enhancing Skills
3. Providing Support

INDIVIDUAL

4. Enhancing Access/Reducing Barriers
5. Changing Consequences
6. Physical Design
7. Modifying/Changing Policies

ENVIRONMENTAL

COMMUNITY AGREEMENTS - REMINDER



ONE PERSON-ONE MIC	RESPECT EACH OTHER & USE PROPER PRONOUNS
TAKE SPACE, MAKE SPACE	OOPS, OUCH, EDUCATE
ASSUME BEST INTENTIONS	VEGAS RULE
TAKE CARE	ANY ADDITIONAL THOUGHTS TO CREATE A SAFE SPACE FOR EVERYONE?

COALITION UPDATES

Location/Time Coalition Change

[CCPC : New Meeting Day Survey \(office.com\)](#)

Results Summary

 View results

1. We are thinking of changing our coalition meetings to the dates below; please select the best date for you and your organization

[More Details](#)

- **NEW PROPOSED DATES: First...** 4
- **KEEP THE SAME DATES: Secon...** 3
- **NEW PROPOSED DATE: Thir...** 1
- **NEW PROPOSED DATE: Secon...** 2
- **Other** 4



International Overdose Awareness Day

August 31 is recognized as International Overdose Awareness Day the world's largest annual campaign to end overdose, remember those we have lost to an overdose, acknowledge the grief of the family and friends left behind, and renew our commitment to end overdose and related harms.

The campaign raises awareness of overdose, which is one of the world's worst public health crises and stimulates action and discussion about evidence-based overdose prevention and drug policy.

[Learn More about IOAD](#)

[International Overdose Awareness Day: 31 August \(overdoseday.com\)](#)

Coalition Involvement Agreement

Chico Community Prevention Coalition Responsibilities:

- Informing coalition goals and objectives.
- Increasing new membership of the coalition.
- Working with coalition staff to fulfill the goals and objectives of the action plan.
- Collaborating for sustainability of the coalition.
- Respecting the rights of CCPC members to hold their own opinions and beliefs.

Coalition Members Rights and Responsibilities:

- Being a community leader amongst the sectors represented.
- Ensuring clear communication between the sector represented and the coalition.
- Acting as a positive role model for youth, families, and peers.
- Supporting the coalition's mission.
- Attending coalition meetings held monthly, the second Thursday of every month.
- Participating in coalitions subcommittees as needed.
- Attending coalition sponsored trainings, town hall meetings, and community events.
- Contributing to the strategic planning process.
- Participating in sustaining the coalition's capacity, involvement, and goals.
- Preventing youth substance use through environmental strategies.

DFC ACTION PLAN

Goal One: Increase coalition participation and community collaboration.

Objective 1: Increase the number of coalition members and participants to 15 (including 12 sector representatives).

Strategy: *Capacity building, provide information, education and opportunities to be more engaged through meetings, events, trainings, and sub-committees*

Activity	Who is Responsible	By When
Project planning includes facilitating meetings, conducting outreach to identify educational presentations and spotlight speakers.	Project Coordinator, Project Assistant, Public Health Intern	Monthly/ongoing
Plan subcommittee coalition meetings to engage in leadership, decision making and refining coalition goals.	Project Coordinator, Project Assistant and subcommittee members	Quarterly/ongoing
Collaborate with other local prevention coalitions, agencies, to increase community resources, knowledge, and coalition participants.	Butte-Glenn Opioid Safety Coalition, Youth Cannabis Prevention Task Force, Suicide Prevention Community Collaborative, Nicotine Action Alliance	Monthly/ongoing
Promote participation of planning processes with coalition members and stakeholders to increase public awareness related to identifying trends, concerns or priorities and resources targeting youth prevention.	Project Coordinator, Coalition members, subcommittee, stakeholders	Weekly/ongoing

DFC ACTION PLAN

Goal One: Increase coalition participation and community collaboration.

Objective 2: Maintain membership of 12 sector representatives and increase community collaboration by conducting community collaboration survey to increase collaboration score from 1 to 3 overall by September 2024.

Strategy: *Provide information, cultural competency, sustainability*

Activity	Who is Responsible	By When
Maintain and monitor coalition memberships by identifying new members, providing orientation to new members using social media, monthly newsletters and targeted outreach related to efforts.	Project Coordinator, Project Assistant, Intern	Monthly/ongoing
Provide and gather outreach materials to increase the knowledge of local resources, build relationships with new and current members and facilitate meetings for strategic planning.	Project Coordinator, Project Assistant, Intern,	Monthly/ongoing
Ensure opportunities for both members and youth engagement to volunteer, participate in subcommittees for leadership opportunities, sharing in discussions or presenting at coalition meetings.	Coalition members, youth, Boys & Girls Club teen center, Stonewall Alliance support groups, ORN	Monthly/ongoing
Administer Community Collaboration Survey to assess coalition purpose, perception of coalition management, participation, satisfaction, and communication.	Project Coordinator, Coalition members	Twice a year March 14 th Dec 12 th
Promote and maintain diverse participation to ensure inclusion of individuals who identify as LGBTQIA2S+, indigenous, African American, Hmong, Hispanic to foster cultural competency and community collaboration.	Project Coordinator, Project Assistant, Intern,	Weekly/ongoing

DFC ACTION PLAN

Goal One: Increase coalition participation and community collaboration.

Objective 3: Provide at least 3 educational training courses to coalition or community members related to increasing community mobilization efforts and environmental prevention strategies leveraging community resources and partnerships. (Measured by training implemented and evaluations)

Strategy: *Provide information & enhance skills.*

Activity	Who is Responsible	By When
Assess coalition interests in educational training or resources to increase awareness and expand coalition capacity.	Project Coordinator, Coalition members, Consultants and Trainers TBD, including ORN intersectionality trainer	March 2024 December 2024
Identify environmental strategies and present factors in the community to be implemented to reduce youth access and present findings to coalition and community. -screenagers movie	Project Coordinator, stakeholders, Coalition Members Sub-Committee	Monthly/Ongoing
Assess and identify coalition interests and community resources to provide opportunities for educational workshops, webinars or training related to youth prevention strategies. -youth conference- health fair boys girls club SUD with youth BIPOC	Project Coordinator, Project Assistant, Coalition members	TBD

DFC ACTION PLAN

Goal One: Increase coalition participation and community collaboration.

Objective 4. Create and disseminate 1000 toolkits to coalition and community members to include an annual report regarding the impact of coalition for the community and stakeholders. (measured by dissemination of toolkits and impact report)

Strategy: *Provide information, provide support & sustainability.*

Activity	Who is Responsible	By When
Gather outreach materials and provide toolkits related to youth prevention and environmental strategies to be distributed to coalition members, youth and parents and stakeholders.	Project Coordinator, Project Assistant, Coalition members, Interns, Volunteers	Monthly
Develop and implement processes for accountability, evaluating outcomes, gathering local data and monitoring coalition engagement.	Project Coordinator, Project Assistant, Interns, Volunteers	Monthly
Develop and disseminate annual reports with impact of coalition efforts and activities.	Project Coordinator, Project Assistant	Annually in December

DFC ACTION PLAN

Goal 2: Reduce youth substance use.

Objective 1: Increase number of 9th -11th grade youth to report they've talked to a parent/guardian about the dangers of alcohol use by 2% by Sept 30, 2024.

Alcohol- Reduce 30-day use of alcohol for 9th –11th graders by 2% by September 2024.

Strategy: *Providing information, enhancing skills and reducing access.*

Activity	Who is Responsible	By When
Provide education, toolkits and resources to youth and parents regarding the harm of underage drinking.	Project Coordinator, Project Assistant, Interns, Public Health, coalition members,	September 30 th , 2024
Train 10 youth and adults on environmental prevention awareness to increase support and distribute toolkits to teachers, community partners and youth serving agencies.	Project Coordinator, Project Assistant, YOUTH from School sector, Boys and Girls Club, Stonewall Alliance, BCPH	Twice a year May October
Increase media messages that support youth and parents/guardians about the risks and protective factors related to alcohol abuse.	Project Coordinator, Project Assistant, Intern, Media partners, parents	Monthly/ongoing
Implement media campaigns to promote drug-free communities with media partners using social media, informative newsletters and radio or television media broadcasts.	Project Coordinator, Project Assistant, Intern, Media partners	Monthly/ongoing

DFC ACTION PLAN

Goal 2: Reduce youth substance use.

Objective 2: Increase youth grade 6-12th perception of the harm associated with substance abuse by 2% by 9.1.24

Strategy: *Enhance Skills & Provide Support*

Activity	Who is Responsible	By When
Provide training and educational workshops to youth groups and youth serving organizations to increase awareness and harm reduction.	Project Coordinator, Project Assistant, youth serving organizations	May 2024 October 2024
Collect 500 youth/parent/family pledge cards to acknowledge commitment to dangers of drinking and youth substance use, at community events, trainings or youth serving organizations.	Project Coordinator, Project Assistant, YOUTH and parents, Bidwell Jr, Boys and Girls Club, Stonewall, BCOE	Monthly/ongoing
Participate in community events, sector events and provide education, toolkits and resources to youth and parents regarding underage drinking or substance use.	Project Coordinator, Project Assistant, Intern, coalition members, community	As needed/ongoing
Implement youth leadership initiatives to promote healthy choices with environmental prevention training using solution focused prevention strategies.	Project Coordinator, Project Assistant, schools, youth serving organizations	Monthly/ongoing
Implement responsible beverage services training to alcohol establishments-include owners, managers, servers, security.	RBS trainer TBD	When trainer is available

DFC ACTION PLAN

Goal 2: Reduce youth substance use.

Tobacco- Reduce 30-day use of tobacco for 6th –12th graders by 2% by September 2024.

Objective 3: Reduce the 6-12th grade youth acceptance of tobacco use by 2% by Sept 1, 2024. (measured by surveys).

Strategy: *Provide information, provide support & sustainability*

Activity	Who is Responsible	By When
Create brief intervention (BI) training for coalition members; provide harm reduction via brief intervention to youth across sectors represented; support coalition members in providing BI in community setting.	Coalition Coordinator, Project Assistant, Consultants & Trainers TBD	July 2024
Develop, support or create community campaigns on policies related to youth prevention on vaping, nicotine and other tobacco products.	Coalition Coordinator, Project Assistant, CPCC Sub-Committee, Media	July 2024
Identify media forms to promote campaign (social media, etc)	Coalition Coordinator, Project Assistant, CPCC Sub-Committee, Media	July 2024
Launch campaign using paid and donated media spots/time	Coalition Coordinator, Project Assistant, CPCC Sub-Committee, Media	July 2024

DFC ACTION PLAN

Goal 2: Reduce youth substance use.

Marijuana- Increase knowledge of risks associated with cannabis use by 2%.

Objective 4: Reduce 30-day use of marijuana for 6th –12th graders by 2% by September 2024. (measured by surveys)

Strategy: *Education and Awareness*

Activity	Who is Responsible	By When
Organize life-skills workshops, tabling at community events, and presentations in schools, community centers, and youth organizations to educate youth about the risks and consequences of marijuana.	Coalition Coordinator, Project Assistant, Consultants & Trainers TBD, Sector Representatives	Monthly
Media campaigns and outreach via media outlets and social media campaigns.	Coalition Coordinator, Project Assistant, CPCC Sub-Committee, Media	Ongoing

DFC ACTION PLAN

Goal 2: Reduce youth tobacco use.

Prescription and Non-Prescription Opioids including Fentanyl

Objective 5: Reduce 30-day use of prescription and non-prescription opioids including Fentanyl for 6th –12th graders by 2% by September 2024. (measured by surveys).

Strategy: Provide information, provide support & sustainability

Activity	Who is Responsible	By When
Create brief intervention (BI) training for coalition members; provide harm reduction via brief intervention to youth across sectors represented; support coalition members in providing BI in community setting.	Coalition Coordinator, Project Assistant, Consultants & Trainers TBD	July 2024
Develop, support or create community campaigns on policies related to youth prevention on vaping, nicotine and other tobacco products.	Coalition Coordinator, Project Assistant, CPCC Sub-Committee, Media	July 2024
Identify media forms to promote campaign (social media, etc)	Coalition Coordinator, Project Assistant, CPCC Sub-Committee, Media	July 2024
Launch campaign using paid and donated media spots/time	Coalition Coordinator, Project Assistant, CPCC Sub-Committee, Media	July 2024

COALITION UPDATES



+



90+ FUN
ACTIVITIES
FOR TEENS



Brief Interventions to prevent youth substance youth use. For example, what do you do when someone offers you drugs?

Here is some examples of what youth say or do when someone offers drugs:

1. Refuse with Confidence:

1. "No, thanks. I'm not interested."
2. "I don't do drugs."

2. Provide a Reason or Excuse:

1. "I need to stay focused for my game tomorrow."
2. "I promised my parents I wouldn't."

3. Change the Subject or Offer an Alternative:

1. "Let's go get something to eat instead."
2. "How about we go play basketball?"

4. Avoid Risky Situations:

1. Stay away from places or people where you know drugs will be present.
2. Plan ahead and have a safe exit strategy if you find yourself in an uncomfortable situation.

5. Use Humor:

1. "No way, I'm not about to ruin my perfect record!"
2. "Drugs? No thanks, I can't afford to lose any more brain cells!"

By implementing these strategies and practicing these examples, youth can be better prepared to handle situations where they might be offered substances and make healthy choices.

UPCOMING EVENTS

Mechoopda Indian Tribe Back to School Fair

August 08, 2024 (3:00pm to 6pm)

Wayfinder Family Services Back to School Event

289 Rio Lindo Ave.
Chico, Ca 95926
August 09, 2024 (9am to 1pm)

BLACC Back 2 School Bash

Dorothy F. Johnson Center
Sat., August 10th, 2024, 11am to 2pm

Salvation Army, Solid Rock

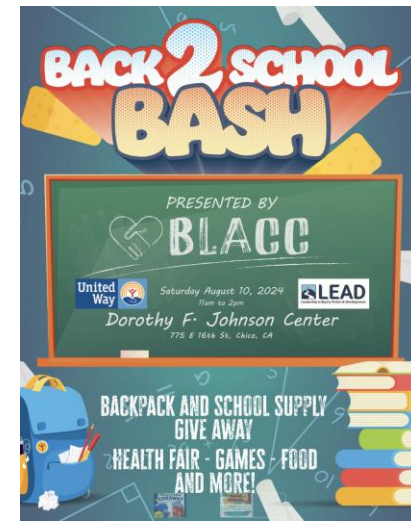
Interested in signing your kids ages 10-17 up for FREE music lessons?! There is open enrollment going on now! Beyond music, kids learn important life skills such as:

- Dedication
- Teamwork
- Goal Setting
- Consistency
- Humility
- Leadership
- Confidence

Kicks & Kuts, Sunday 8/18

- A new pair of shoes will be provided to each child in addition to their haircut.
- Children will range in age from 5-17 and are being advised to arrive with recently cleaned and brushed hair.
- a 30-minute appointment for a basic dry haircut.
- Participating stylists will receive a t shirt and a social media shoutout (unless they would prefer not to) recognizing them for their time and talent.
- Stylists should bring their own tools and products needed.

[OVER 100 FREE Virtual Events: Stanford Reach Lab Events – Upcoming Activities and Tickets | Eventbrite](#)



IDEAS & FEEDBACK

What type of training, speakers or presentations would the coalition like to see, have or learn more about?

CCPC Training Interest



THANK YOU FOR ATTENDING

NEXT MEETING : TBA

TIME: TBA

